

# VICTORIA LU

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## EDUCATION

### COLLEGE OF ARTS & SCIENCES, CORNELL UNIVERSITY

Ithaca, NY

*Bachelor of Arts in Information Science | GPA: 3.70 | Dean's List: Fall '19*

Expected Graduation: May 2022

- **Concentrations:** UX/UI Design and Data Science
- **Minor:** Design and Environmental Analysis
- **Related Coursework:** *Blueprint: Product Development & Management • Object – Oriented Programming and Data Structures • Introductory Design and Programming for the Web • Visual Literacy and Design Studio • Intermediate Design and Programming for the Web • Introduction to Data Science • Introduction to Digital Product Design*

## PROFESSIONAL EXPERIENCE

### VPRO SALON

Cedar Knolls, NJ

*Web Development Assistant*

February 2020 – Present

- Assisted in communicating with web developers to establish desired layout and design for the client
- Created deck proposals, with a focus on the content for the web page and pamphlet via Word
- Facilitated the web developer to design the webpage for the client, utilizing Squarespace

### MISSYONMADISON

Los Angeles, CA

*Social Media/Editorial Intern*

August 2019 – Present

- Developed graphic creations via Photoshop for weekly fashion/lifestyle guides on the blog
- Designed original content to publish on separate social media platform for marketing company
- Curated deck proposal for clients, with a focus on branding, organic/paid social media, content creation, and PR/influencer marketing strategies
- Collaborated with clients and brands to acquire content and increase brand awareness on social media

### ZATNA

Basking Ridge, NJ

*Teaching Instructor*

June 2019 – August 2019

- Instructed students K-12, with focus on basic computation skills
- Fostered relationships among students through weekly camp meetings
- Developed weekly lesson plans to enhance students' sense of logic and pique curiosity
- Coordinated communication with camp management and coworkers to ensure smooth camp operations

## LEADERSHIP & ACTIVITIES

### GUAC TRAVEL MAGAZINE

Ithaca, NY

*Front-end Developer*

Feb 2020 - Present

- Rebranded the magazine's website through the use of HTML, CSS, JavaScript, PHP, and SQL
- Coordinated with other team members regarding theme, design layout, and user research/experience to improve webpages

### CRÈME DE CORNELL, FOOD MAGAZINE

Ithaca, NY

*Layout Designer*

September 2018 – Present

- Corresponded with writers and photographers to establish picks, style and ideas
- Collaborated with other designers regarding color palette, typography, and theme
- Utilized InDesign software to produce layout designs to be published in the magazine

### ALPHI PHI OMEGA SERVICE FRATERNITY, GAMMA CHAPTER

Ithaca, NY

*Active Brother*

February 2019 – Present

- Attended meetings to discuss and vote on fraternity budget, event proposals
- Frequented fellowships, speed meetings, leadership trainings, and service events in accordance to fraternity pillars
- Mentored new pledges and assisted in the transition into the fraternity

## SKILLS & INTERESTS

**Technical Skills:** Photoshop, Lightroom, Illustrator, InDesign, Figma, Word, Excel, Squarespace, WordPress

**Programming Languages:** Python, Java, Matlab, HTML, JavaScript, CSS, PHP, SQL

**Language:** Mandarin Chinese (fluent), English (fluent), Italian (proficient), Latin

**Interests:** Graphic Design, Sustainability, Food Blogging, Travel